

## FEAR OF PLANE'S

### BARBARIAN AIR RAID

However, in European Business Circles Planes Gain Confidence.

(From the Kansas City Star.)  
One of the greatest dangers to the development of commercial aviation is the fear of the public of the airplane. There is a little uneasiness in the thought of skimming through the skies, and besides it is hard to shake off the prejudice around it at war-time when almost every issue of the newspaper carried the account of some fatal airplane accident in a training school. And yet, even among learners—and it is in the primary stage flying has its greatest dangers—the fatalities were only one for every 200,000 miles traveled.

In the war period, 1,700 men were killed by flying American planes. In their training they traveled 60,000,000 miles—or a distance 250 times greater than that from the earth to the moon. Three hundred were killed in training. Considered from the point of mileage, this record of fatal accidents is less, perhaps, than that for motor cars and railways trains in the same period.

#### Airplane Racing.

And it must be borne in mind that most of these men were novices. Many of them were the victims of accidents in the early weeks of their training. Again, in the transcontinental air race, seven men were killed—and commercial aviation was given another setback in the mind of the public. And yet the three fatalities in the Indianapolis motor car race represented a higher percentage, reckoned from miles covered. In the motor car race one man was killed for every 4,000 machine miles. In the round trip race from coast to coast the deaths were one to every 12,400 machine miles. Both were races. Glenn L. Martin, pioneer flyer and builder of airplanes, believes a failure to recognize the fact that airplane race casualties can be compared with motor car casualties of the race course only has been responsible for much of the prejudice created by the transcontinental trip.

#### Five Aids to Flyers.

Mr. Martin also points out that the airplane contest was conducted under much more primitive conditions than was the motor car. In the latter there was a costly banked roadway for the cars, and drivers were attended by skilled mechanics with full repair kits. In the transcontinental air derby the men were flying over a country way over country with which they were unfamiliar. They were dependent entirely upon their compasses for their course. In case of anything going wrong in the air, and their ability to find a suitable landing field, they had only a limited tool kit with which to make repairs.

"Out of 32 starters in the Indianapolis motor car race," says an article in a recent bulletin of the United States air service, "three were killed in the 200 miles. In the transcontinental air race, with 62 starters, over a course of 2,710 miles, seven lives were lost." And as a final argument for the comparative safety of the airplane in racing, Mr. Martin points to the record of the New York-Toronto race, over a course of 1,042 miles, in which they flew, carried among the 52 starters, thirty machines finished. The total machine miles, or the total number of miles covered by all machines in the race, was 42,722.

Passing to civil flying, it is necessary to turn to Europe, for the United States has not progressed as far as have England and France in this field. Here there have been many short passenger trips, but no collected record of them has been kept.

In England reports for six months from May 1 to Nov. 1, 1919, show 52,000 passengers were carried a total distance of 308,000 miles in 11,000 flights of an average time of 4,000 hours. In these flights there were 12 accidents, only two of which were fatal, according to the London Telegraph. Of the 52,000 passengers, none was killed and 10 were injured. Of the pilots who handled the planes, 68 were killed and 10 were injured and 8 were injured.

The small casualty percentage is considered especially remarkable by the Telegraph in view of the number of flights, as it is in taking off or landing that most accidents occur. However, these figures do not constitute a complete record of all civil flying in England during this period, for the records of some commercial fields were not accessible.

Insurance companies in Europe are offering policies to airplane passengers which differ but slightly from those issued to travelers in other carriers. And answers, the London periodical, which long has maintained a promise to pay \$5,000 to the heirs of any person killed in a railway accident in whose pocket is found a card of the insurance, has extended the same insurance to air passengers.

That business men of Europe are placing confidence in aircraft is indicated by a cabergram from Paris to the Philadelphia Public Ledger to the effect that a big firm of Paris art dealers has made arrangements to send by air from London to Paris a painting by Rembrandt, valued at \$100,000, and some antique Chinese jars that are priceless. Richard Spillane says in the Public Ledger that the dealers have been quoted as saying that hereafter they will use the air vessel wherever possible, as they consider it safer than transportation by railroad train or boat.

## MOVE ON TO INCREASE

### AD RATES 20 PER CENT

NEW YORK, Dec. 18.—A general movement to increase newspaper advertising rates about 20 per cent is reported by the Editor and Publisher, a leading trade periodical, which has been conducting a nation-wide survey. Developments in various cities and sections have been reported as follows:

Detroit—Rates increased average of 20 per cent. Sunday papers may increase price eight to 10 cents.  
Hartford—The Times will increase advertising rates by 10 cents and Jan. 1. Current may follow example.

Rochester—Rates on special classes of advertising raised Nov. 1, and new general rate card will soon be issued.  
Houston, Tex.—The Chronicle has raised advertising rates, but not subscription rates. The Press has increased its rates for both.

Spokane—Subscription rates have been advanced and advertising rates will be increased to meet greater cost of production.  
Portland, Ore.—Advertising rates increased to meet growing costs of production.

Seranton—Increased advertising rates are anticipated.  
San Francisco—All papers have increased subscription rates 15 cents per month, and made substantial increase in advertising rates. Post-Intelligencer likely to follow suit very soon.

Denver—Increases in advertising rates, ranging from five to 20 per cent, made by all Denver papers. Editions have been limited on account of paper shortages.  
Philadelphia—Advertising rates likely to go up after first of the year.

Indianapolis—The price of the Sunday Star has been advanced from eight to 10 cents.  
Buffalo—The Times has been obliged to increase its advertising rates. Cincinnati—General increase in advertising rates is being put into effect.

LONDON, Dec. 18.—The engagement has just been announced of Miss Ivy Jarvis, only daughter of Lord St. Vincent, to Major W. H. Whitmore, son of Mr. and Mrs. L. H. Whitmore, of Evanston, Ill., and Annetta, only daughter of Mrs. W. H. Whitmore, wife of the well-known cricketer.

The engagement has created much interest here. The Vincent title originated with Admiral Vincent, first victor in 1797 at Cape St. Vincent. He was made an earl but he had no sons and the earldom became extinct. The viscountcy descending to a nephew named Ricketts, who assumed the name Lord St. Vincent's seat is in Sutton Derwent. He also has a residence at Shanklin, Isle of Wight.

## "Gift Granny"

Obtains information, simplifying your Christmas shopping.

If you would preserve all the Christmas morning "Surprises" and still send gifts that please and that fit, you will need the services of "Gift Granny."

Bring to "Gift Granny," Secretary the names and addresses of those whom you wish to remember; she will secure the necessary information without revealing your identity.

"Gift Granny," Secretary's Headquarters—Information Bureau—First Floor.



Simply gift-giving  
Easy to use  
Merchandise  
bonds

A satisfactory way to shop after Christmas and to make your own selections, inquire at Information Desk Bureau—First Floor.

"Red Cross" seals

Help feed the Tubercular children by buying "Red Cross" Seals. The ladies of the "Red Cross" committee will gladly serve you with the requested amount on—First Floor.

To be chosen in our  
China store

The pieces a housewife can never have too many of, as per list below, hand painted \$1.75  
Asparagus dishes, hand painted \$3.50  
Baskets, hand painted \$1.50  
Syrups, hand painted \$2.00  
Marmalade, hand painted \$2.25  
Fruit sets, hand painted \$2.75  
Chocolate sets, hand painted \$2.50  
Tea and coffee, fancy china, hand painted, set \$7.50  
Cake sets, hand painted \$5.50 and \$6  
Sandwich sets, hand painted \$7.00  
Bowls, hand painted \$2.50 to \$6.75  
Composites, hand painted \$2.00 to \$3.00  
Percolators, aluminum \$4.25 to \$7.25  
Casseroles, for each \$2.25 to \$4.50  
Crumb sets, for \$1.65 to \$3.00  
Plate warmers, each \$2.50 to \$4.50  
China store—Below first floor.

Unsurpassed for gift giving  
Fine furs

A woman loves to receive a luxurious fur gift, whether it be a coat, cape, stole, scarf, choker or whatever it is, if selected from such stocks as these. Pay this section a visit. Fur section—second floor.

The one gift sure to please

Hand bags

—for every woman will be glad to have another new hand bag—



The gift that stands first  
Handkerchiefs

—for every one hopes to get handkerchiefs for gifts, so one may always be sure of their welcome, and a wide choice of all the dainty styles can be had in our complete stock, as—



Women's handsome velvet shopping bags, in black, brown, navy and taupe, silk lined, finished with purse and mirror; large range of handsome styles; each, \$3.75 to \$39.75.

Women's imported hooded bags, rich colorings, pretty shapes; finished with draw-string top or metal top; each, \$19.95 to \$78.50.

Women's leather handbags, handsome line in various leathers, lined and fitted; each, \$5.00 to \$18.75.

Children's handbags in leather, velvet and silk, pretty colors; each, 69c to \$3.00.

Leather goods store—main floor

The much desired gift  
Luggage

Trunks, suit cases, traveling bags—for a gift of this kind is enduring pleasure to the recipient—

\$37.50 Wardrobe trunks, \$47.50  
\$65.00 Wardrobe trunks, \$55.00  
\$66.00 Wardrobe trunks, \$56.00  
\$120.00 Wardrobe trunks, \$105.00

Suit cases of genuine leather, lined, lined, straps all around, best of catches and locks—

\$28.00 Suit cases, \$25.00  
\$32.00 Suit cases, \$29.00  
\$33.00 Suit cases, \$29.95  
\$35.00 Suit cases, \$31.50

Traveling bags of genuine leather, with best of catches and locks and well lined—

\$32.00 Traveling bags, \$28.80  
\$33.00 Traveling bags, \$29.70  
\$34.00 Traveling bags, \$31.50  
\$40.00 Traveling bags, \$40.50

Luggage store—third floor.

Acceptable gifts of  
Fine ivory

Special prices on pieces that any woman would welcome as an addition to her toilet set—

Included are powder boxes, hair receivers, clothes brushes and hair brushes of excellent grades that would under regular circumstances sell for much more, but because of a fortunate transaction, are offered in choice for a piece—97c

Ivory section—main floor.

Hosiery

—of the kind we like to give or accept as holiday gifts—

WOMEN'S LACE STOCKINGS, BEAUTIFUL PATTERNS OF PURE THREAD SILK. CHOICE, A PAIR, \$6.00

Of pure thread silk all the way up, and thoroughly reinforced for the best service. There are several exquisite lace patterns, and black, white and Cordovan are here.

WOMEN'S \$3.00 BLACK THREAD SILK STOCKINGS, MEDIUM WEIGHT, A PAIR, \$2.60

—in medium weight, of pure thread silk all the way to the top, with 1-inch garter hem, with high elastic heels, double soles and toes, with emerald, lavender and gold tops.

WOMEN'S \$2.50 "DAUGHERT" STOCKINGS, OF PURE THREAD SILK, A PAIR, \$2.00

—with flare garter top of fine thread, these pure thread silk stockings are in medium weight, full fashioned and having all reinforcements for service; choice can be had of black, Cordovan and African brown.

Hosiery store—main floor.

# Christmas

## Gift Suggestions

HUNDREDS of different ways of saying, "Merry Christmas," through the medium of selecting from abundant suggestions of appropriate gifts, all of which are worth while, to be had from stocks that would take page after page of space to describe them, even in the briefest way. Yet every article was chosen to carry that definite sense of worth which has always attached to the Christmas stocks of this store.

To be chosen in our  
Neckwear Section

—the pieces that are dainty and attractive as a finish to the costume—

Crepe silk lavallieres in all the wanted colors, finished with beads and fancy ornaments; each, 25c, 35c and 50c.  
Handsome imitation fur stoles and capes, Hudson wash, plush crushed mole, heavy, varnished; each, \$5.00 to \$7.50.  
Marabout scarves, in natural brown, taupe, black; each, \$7.00 to \$22.50.

The new tail coat for round-neck dresses, in crepe, crepe, Venice and silk points; white, cream and ecru; each, 75c to \$1.75.  
Set and lace vestees, handsome; each, \$1.00 to \$1.50.  
Georgette Tuxedo collars, embroidered and trimmed with white and blue lace; each, \$1.00 to \$2.00.  
Ornate collars and sets, trimmed with lace; each, 50c.  
Net and lace stock collars, finished with large laces; newest cut; each, 75c to \$6.50.

Neckwear Section—Main Floor.

Treasures for gift shoppers  
Glove silk underwear

Treasures not only because of their value, but because of the pleasure they give the recipient—

Added to their other good qualities that of length of service. Variety is large and prices are moderate—

Glove silk vests \$2.98 to \$7.50  
Glove silk envelope chemise, \$5 to \$17.50  
4 Glove silk bloomers \$3.59, \$4.29 to \$17.50  
Glove silk union suits \$7.50 to \$8.75  
Glove silk camisoles \$2.00 to \$10.95  
Underwear section—Second floor

Sample lines and special purchases of  
Madeira linens

Savings that range from 25% to 33 1-3%

Crepe silk lavallieres in all the wanted colors, finished with beads and fancy ornaments; each, 25c, 35c and 50c.  
Handsome imitation fur stoles and capes, Hudson wash, plush crushed mole, heavy, varnished; each, \$5.00 to \$7.50.  
Marabout scarves, in natural brown, taupe, black; each, \$7.00 to \$22.50.

Neckwear Section—Main Floor.

Head your list with  
Stationery

—and you will be glad when you view our stocks which are complete in every detail—

"Waterman's" Fountain Pens, self fillers, the kind everyone wishes for—each, \$2.50 and \$3  
Crane's linen lawn paper and envelopes, also correspondence cards; a box—85c to \$9  
Christmas cards, seals, tags, tinseled cards, ribbons, etc.; priced from—3c to 50c  
Stationery section—main floor.

Most pleasing selection for gifts  
Brassieres

—and no wonder they are welcome, for they are unusually attractive and prices are reasonable—

Brassieres and bust confiners, in white and pink, both in open back and front effects; priced from—69c to \$2.50  
Lace and satin combination Jerseys, also all-over lace styles, bust confiners and brassieres, some with ribbon shoulder straps—\$1.50 to \$12.00  
Corset store—second floor.

For Christmas gifts or home  
Linens

—of the finer kinds as well as practical grades, as—Damask, pure linen, a wide choice of beautiful designs, many with napkins to match; all two yards wide; a yard—\$2.50 to \$5.00  
Pattern cloths, table sets and napkins, of fish and American brands; priced from—\$1.50 to \$6.95  
Pure Irish linen table sets, pattern cloths and napkins, plain and hemstitched or scalloped; priced—\$10.00 to \$49.50  
Fillet, Cluny and Venise lace trimmed scarfs, center pieces, table covers and luncheon sets, beautiful styles—59c to \$12.50  
Linen Section—Main floor.

13-piece luncheon sets, all linen, beautifully embroidered and priced—\$3.98 to \$4.98  
Napkins, table cloths and luncheon sets, attractively boxed, for each, or a set, or dozen—50c to \$35.00  
Glove section—main floor.

Women's fine lambkin, two clasps, all white, black and blue; with white embroidery; regular price \$2.00; special, \$2.39  
Women's silk gloves, lined, finished with two clasps, white, black, gray and brown—\$1.75  
Women's French kid gloves, two clasps, self and contrast stitching; white, black, tan and brown; latest season's style; price a pair—\$2.75  
100 dozen women's fine grade lambkin gloves, two clasps, in white with embroidered back, a soft, pliable glove; sold regularly at \$1.75; very special, a pair—\$2.75  
Glove section—main floor.

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Women's French kid gloves, two clasps, self and contrast stitching; white, black, tan and brown; latest season's style; price a pair—\$2.75  
100 dozen women's fine grade lambkin gloves, two clasps, in white with embroidered back, a soft, pliable glove; sold regularly at \$1.75; very special, a pair—\$2.75  
Glove section—main floor.

Practical gifts from the  
Children's section

Infants' crocheted socks, each \$2 to \$4.50  
Infants' knitted caps, each \$1.25 to \$3.95  
Infants' wool sweaters, each \$1.25 to \$2.50  
Infants' sweater suits, \$12.00  
Bath robes (2 to 6 years), \$2.50 to \$4.50  
Infants' booties, 50c to \$1.95  
Baby Bunting's, \$1.95 to \$10.00  
Infants' silk stockings, 80c  
Silk quilted carriage boots, \$1.95  
Infants' blankets, \$1.25 to \$3.50  
Infants' alderdown carriages, \$3.45 to \$6.00  
Infants' silk tufted quilts, \$7.50 to \$15  
Infants' bibs, 39c to \$2.00  
Infants' white milk bonnets, \$1.95 to \$5  
Infants' white wool mitts, 50c to \$1  
Infants' creepers, \$1.25 to \$3.95  
Smocked dresses (2 to 6 years), \$2.50 to \$7.50  
Nainsook dresses (4 months to 2 years), \$1.25 to \$3.95  
Infants' store—Third floor.

Women's crepe de chine, beautiful colored designs; also embroidered; 2 in a box for \$1.00, \$1.25, \$1.50.  
Women's real shamrock, with embroidered fur collar; special, 6 for \$1.25 and \$1.50.  
Women's sheer linen, hemstitched, bordered initials, 6 in a box for \$1.50.  
Women's real Madeira, hand-worked scallops and centers, in fine linen with embroidered initials; each, 75c.  
Women's real Madeira, hand-embroidered, scallops and initials; each, 50c.  
Women's sheer pure linen, French cords and initials enclosed in oval, 2 for \$1.80.  
Women's sheer lawn, with white or colored initials, 6 in a box, special for 75c.  
Men's pure linen, hemstitched, plain white, each, 50c, 60c, 75c, \$1.00, \$1.25.  
Men's pure linen, hemstitched, large embroidered initials; each, 50c, 60c, 75c.  
Children's fancy embroidered figures, 3 in a box, for 25c, 35c, 50c, 75c.  
Women's fine Madeira hand-embroidered scallops and other designs, beautiful (center, each, 50c, 75c, 85c, \$1.00 to \$2.50).  
Women's pure linen, center, hand-embroidered with fine Valenciennes lace edging and insertions; each, 75c, \$1.00, \$1.25.  
Men's fine cambric, hemstitched, embroidered initials, 3 in a box; all white or colored; a box, 75c, \$1.00, \$1.25, \$1.50.  
Men's white crepe de chine, hemstitched, each, 75c to \$2.00.  
Men's crepe de chine, fancy colored designs, beautiful colorings; each, 75c.  
Women's pure linen, plain hemstitched, various widths, each, 20c, 25c, 35c, 50c.  
Women's embroidered handkerchiefs, in boxes, all white or dainty colors, luncheon party, 2, 3 and 6 in a box; special, a box, 30c, 50c, 75c, \$1.00, \$1.25, \$1.50.  
Women's newest printed color designs, crepe de chine; each, 25c, 35c, 50c, 75c.  
Handkerchief section, Main floor.

Women's crepe de chine, beautiful colored designs; also embroidered; 2 in a box for \$1.00, \$1.25, \$1.50.  
Women's real shamrock, with embroidered fur collar; special, 6 for \$1.25 and \$1.50.  
Women's sheer linen, hemstitched, bordered initials, 6 in a box for \$1.50.  
Women's real Madeira, hand-worked scallops and centers, in fine linen with embroidered initials; each, 75c.  
Women's real Madeira, hand-embroidered, scallops and initials; each, 50c.  
Women's sheer pure linen, French cords and initials enclosed in oval, 2 for \$1.80.  
Women's sheer lawn, with white or colored initials, 6 in a box, special for 75c.  
Men's pure linen, hemstitched, plain white, each, 50c, 60c, 75c, \$1.00, \$1.25.  
Men's pure linen, hemstitched, large embroidered initials; each, 50c, 60c, 75c.  
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Women's fine Madeira hand-embroidered scallops and other designs, beautiful (center, each, 50c, 75c, 85c, \$1.00 to \$2.50).  
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Men's fine cambric, hemstitched, embroidered initials, 3 in a box; all white or colored; a box, 75c, \$1.00, \$1.25, \$1.50.  
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Men's crepe de chine, fancy colored designs, beautiful colorings; each, 75c.  
Women's pure linen, plain hemstitched, various widths, each, 20c, 25c, 35c, 50c.  
Women's embroidered handkerchiefs, in boxes, all white or dainty colors, luncheon party, 2, 3 and 6 in a box; special, a box, 30c, 50c, 75c, \$1.00, \$1.25, \$1.50.